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April 2010



Workshop Update for Administration and Visitor Management in SIGAP, held on 2 and 3 February.





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I. Executive Summary

During this quarter, the Community Tourism Alliance Project continued to develop its activities in accordance with the Work Plan for fiscal year 2010.

Among the activities funded by DR-CAFTA Environment, this report highlights the technical assistance for visitation in protected areas. This topic was presented in the final version of the Public Use Plan for the National Park Mirador Rio Azul Biotopo Naachtún Dos Lagunas (co-funded by USAID - Counterpart and through Project CONAP Netherlands) in Petén, which will start the process after CONAP official approval. We finished the SIGAP Tourist Guide which will be printed in the next quarter and which represents the first comprehensive effort to promote tourism in the country's protected areas. Following the process of updating the ecotourism management tools by SIGAP, we concluded the draft Regulation for Tourism Services Concessions in Protected Areas. This regulation, together with the Regulations for the Management and Development of Visitation in Protected Areas, completed in the previous quarter, were presented at a workshop held in February with the participation of representatives of CONAP, IDAEH, INGUAT, field staff of protected areas, comanagers, and NGOs among others, who also proposed key issues for executing them. Both documents have been delivered to CONAP to continue the process for approval.

Regarding advocacy of best practices in sustainable tourism and certification, based on the Good Practice Guide for Sustainable Tourism Communities of Latin America, six workshops were implemented on good environmental practices in the communities of Alta Verapaz, Baja Verapaz, Solola and Quetzaltenango, involving a total of 221 people. Moreover, in collaboration with the Rainforest Alliance and Al Invest Programme of the European Union, we completed diagnostics for sustainable tourism certification for 39 MSMEs, of which 36 will continue with the application process for the certification GREAT Green Deal. Reviews and checks of 30 MSMEs were completed and they completed the training program for certified consultants and auditors.

After an intensive editing, printing was completed for the Geotourism Map Guide of Guatemala, an initiative led by the Community Tourism Alliance project in partnership with INGUAT, Anacafé and the Center of Destinations of National Geographic. We are planning a launch event for the month of May.

During this quarter we gave the Community Tourism Guidebook in the New Horizon Cooperative (Petén), San Juan La Laguna (Sololá), Lagunita Salvador (Izabal) and Monterrico (Santa Rosa), involving a total of 60 people, of which 25 were women. At a public event INGUAT representatives and other government institutions made delivery of formal accreditation to the new guidelines to the new guides of Uazactun and the National Park Yaxhá - Nakum - Naranjo.

Inside the building component we developed tourism organizations and destinations activities with organizations locally and regionally. We continued support for the Association of Tourism Chisec - AGRETUCHI (composed of the communities managing destinations in Puerta al Mundo Maya). In addition to supporting activities in management, the results analysis of the individual associations which take place regularly, was done in coordination with the municipalities of Raxruhá and Chisec while preparing for Easter activities. We developed a security plan and tourist assistance services, also achieving the establishment of a relief center with presence of CONRED and Red Cross.





In the Maya Biosphere Reserve we continued to strengthen coordination of community tourism with PDPCRBM and BID-FOMIN FUNDESA. We also continued to support the organization of tourism committees in the forest concessions of Carmelita and Uaxactún. We helped organize the first Festival of the Maya Equinox in Uaxactún 21 to March 23, during which more than 1,000 people visited the community.

In Solola, we continued to advise the Commission of Tourism Development Department of the Council of Solola in implementing the marketing hub of the Tourism Promotion Plan. We advised the company hired by the commission to design the new destination image for Atitlán. In addition, we shares advice in designing the campaign "Let's give the Lake Joy".

With the support of the Guatemalan Centre for Cleaner Production was implemented the first phase of a pilot project to increase the competitiveness of tourism MSMEs in Antigua through cleaner production methodology. A total of 5 hotels are participating in this initiative. So far initial diagnoses and plant assessments were made, identifying critical areas for the implementation of cleaner production.

In the component of access to credit and financial services, during the current quarter we continued to assist a total of 50 beneficiaries in preparation of project profiles, financial analysis and implementation process with financial institutions. There were a total of 11 new projects in Banrural, which are under review by the Department of Microfinance. So far there have been a total of 17 projects and there are 8 more expected to be completed in the next quarter.

Work continued under the approach of strengthening and expansion of the tourism value chain, primarily through the program "Let's Make your company or tourist destination sell more." A total of 90 MSMEs are participating in the technical assistance program, which has focused mainly on sales and marketing tools in Alta Verapaz, Baja Verapaz, Quetzaltenango, Huehuetenango, Solola and Petén.

In the Component Development and Marketing of Handicrafts, we began the process of designing new collections based on artisanal market trends with four producers groups: ADISA, Manos Especiales, Tradiciones Mayas and Grupo de Artesanos de San Juan Comalapa. The first two groups are working with people with disabilities. As a follow up to the New World Crafts Fair 2009 we have finalized new sales worth \$150,000. Finally, there was a presentation of the New World Crafts Fair to be held in September 2010. After the first event, we managed to sell 80% of stands available for the next event. During the event, the Craft Commission of AGEXPORT gave recognition to the Project Community Tourism Alliance for their continued support to the Guatemalan handicrafts sector.

As shown in Appendix 1, most of the results of the project were achieved during the current quarter. The main results include: U.S. \$964,493.93 in sales generated by tourism and handicrafts; 97 new jobs created, 241 SMMEs currently receiving assistance to improve their management practices; 354 people with improved income derived from sustainable natural resource management, and 509 people received training in natural resource management and / or biodiversity conservation.





II. Introduction

The Community Tourism Alliance (the Alliance)
is a public - private organization of tourism development leaders led by Counterpart International, whose work is providing technical support to community tourism initiatives, tourism and craft SMEs as well as destinations in rural Guatemala. The Alliance works with the following objectives: (a) supporting and creating new community tourism enterprises and small and medium tourism enterprises in rural areas of Guatemala, (b) improving access to marketing, product design and financial services for small and tourist medium enterprises, (c) improving the capacity of local communities to manage and conserve co cultural resources through tourism, and d) better supporting local communities to participate in the conservation of biodiversity in the regions around the project sites.

The Alliance coordinates its activities closely with the Government of Guatemala, through INGUAT, CONAP, MICUDE

DCPCN, and COTURAP. They develop activities for the micro, small and medium scale tours of the following regions: Petén, Verapaces, Costa Sur, and Altiplano, with special emphasis on areas affected by Hurricane Stan.

This report presents the main findings and activities implemented during the second quarter of fiscal 2010 (January 1 to March 31 of 2010), according to the following sections:

- III. Results of the guarter with respect to the goals for fiscal year 2010
- IV. Summary of activities and results of activities implemented with DR-CAFTA funds
- V. Description of activities and general results
 - 1. Strengthening of local, regional and national tourism organizations
 - 2. Access to credit and financial services
 - 3. Marketing of tourism products
 - 4. Development and marketing of handicrafts
- VI. Annex 1. Detail of PO indicators and PMP of the current guarter

III. Results of the quarter with respect to the goals for fiscal year 2010

During this quarter the project Community Tourism Alliance achieved important results. As seen in the table of consolidated indicators in Annex 1, the results of this quarter have exceeded the overall goals for the entire life of the project in the following indicators: a) income, b) visitors, c) leveraging of funds, d) number of firms receiving assistance to access loans or private equity, e) number of people with increased economic benefits derived from sustainable natural resource management and conservation, and f) number of people receiving training in natural resource management and / or conservation of biodiversity.

	PMP Indicators							
INDICATOR	INDICATOR FISCAL YEAR REACHED REACHED							
	GOAL 2010	QUARTER 1 2010	QUARTER 2 2010					
Income (US \$)	1,000,000.00	1,050,800.64	964,493.93					
Generated by	500,000.00	885,698.36	788,462.55	The tourism sector has				
tourism				started to recover gradually.				





Generated by handicrafts	500,000.00	165,102.29	176,031.38	The New Year and Easter seasons are important for both domestic tourism and international tourism. Most of these revenues were generated by closed sales of business contacts established during the New World Crafts Fair 2009.
Jobs	4,455	406	97	31% female and 68% indigenous during the second quarter
Visitors	5,000	51,501	52,822	68% national tourists
MSMEs created	100	0	1	This indicator is directly related to lending to the tourism industry and craft.
Organizations strengthened	350	171	210	
Credit available for tourism and crafts	156,418.80	0	0	Several records of MSMEs supported in this topic are in the process of approval in Banrural.
Leveraging funds (US \$)	0	106,595.31	0	
Cost share (US \$)	335,510.20	85,701.17	128,954.21	

	0	P ETEO INDICAT	ORS	
INDICATOR	FISCAL YEAR GOAL 2010	REACHED QUARTER 1 2010	REACHED QUARTER 2 2010	OBSERVATIONS
Number of firms receiving assistance from the Government of the United States to improve their management practices	350	171	210	Includes companies and organizations currently receiving assistance in administrative tools, marketing, environmental practices and certification
Number of MSMEs receiving assistance from the U.S. government to access bank loans or bank equity	50	40	50	Companies receiving assistance in business plans, financial plans and credit application process in domestic financial institutions.
Number of public dialogue mechanisms - private as a result of assistance from the Government of the United States.	4	4	4	Includes CODEDE Tourism Commission of Solola Geotourism Council, the National Community Tourism Bureau and the committee review and monitoring of public use issues and management of protected areas visitation.
Number of people with increased economic benefits derived from	250	420	354	





sustainable natural resource management and / or biodiversity conservation				
Number of women	100	161	204	
Number of men	150	259	150	
Number of people receiving training in natural resource management and / or biodiversity conservation	200	151	509	Includes persons trained in environmental practices based on good practice guide for communities, trained guide ongoing community tourism and management instruments tourist visitation in protected areas
Sales of goods and services as a result of USAID programs (in thousands of U.S. \$)	1,000	1,050.80	964.49	
Number of jobs created as a result of USAID programs	4,455	406	97	
Number of rural households benefiting directly from interventions of the Government of the United States	2,000	585	885	

IV. Summary of activities implemented with DR-CAFTA funds

This section includes a summary of the activities implemented through funds allocated to DR-CAFTA by this Cooperative Agreement.

Technical assistance for managing visitation in protected areas:

Through funds from DR-CAFTA, during the current quarter CPI has focused its assistance on managing public use and visitation in protected areas in overall level technical assistance to CONAP and COTURAP (Committee for Tourism in Protected Areas) on planning issues and review of tools for the management and development of tourism in protected areas.

Public Use Plan PNMRA-BNDL: On January 26 in Petén there was a presentation of the final draft of the Public Use Plan for the National Mirador
Río Azul Biotopo Naachtún Dos Lagunas and access areas, which was developed in a process of broad participation of various actors involved in the Maya Biosphere Reserve, co-funded by USAID Counterpart (Community Tourism Alliance Project) and CONAP through the Holland Project. The presentation was attended by representatives of government institutions, community leaders, NGOs, academics and entrepreneurs in the tourism sector of Petén. Attendees were pleased with the final product. Most comments focused on the plan approval process and discussion of possible measures to ensure its implementation. The final document approval process continues by CONAP officials.





Attendees of the presentation of the PUP of PNMRA-BNDL in Santa Elena, Flores, Petén.



<u>Update of Ecotourism Management Instruments by SIGAP:</u> Counterpart continued to advise the COTURAP and CONAP in the process of reviewing and updating existing Ecotourism Management Tools for the Guatemalan System of Protected Areas, with the aim of having tools that adhere to the characteristics and challenges of the areas of the country.

Complementing the Regulations of Management and Visitation Development in Protected Areas, completed in the previous quarter, there is a draft Concession Regulation Services Provider in SIGAP. Both documents have been submitted to be reviewed again by the Legal Department of CONAP and will then continue the process of formal approval by the Honorable Council.

On 2 and 3 February was the "Update for the Management and Visitor Management in SIGAP Workship", with the aim of publicizing the new proposed regulations for development and visitor management in SIGAP and getting feedback to prioritize support tools that contribute to the implementation and operationalization of regulations. It was attended by 48 participants, including CONAP personnel assigned to different protected areas of the country, CONAP regional headquarters staff, co-managers, representatives of NGOs related to protected areas, as well as INGUAT and IDAEH staff. Besides presenting the above documents, presentations gave case studies of areas with significant experience of management and planning of visitation, including National Park Mirador Río Azul

Biotopo Naachtún Dos Lagunas, National Park Yaxhá
Nakum
Naranjo, National Park Volcán de Pacaya, Protected Reserve Manantiales Cerrro San Gil and Municipal Natural Recreation Park Las Conchas.

At the request of the participants, CONAP pledged to share the key regulations once they are approved. Among the topics discussed during the workshop, Counterpart and CONAP prioritized monitoring of work in developing a planning guide for the management and development of visitation in SIGAP and designing a training program for staff in protected areas for the implementation of the new regulations and guidance. During the remainder of the fiscal year, we will work on both issues.







Activites during the \(\text{Workshop Update for the Management and Visitor Management in SIGAP\).

<u>Design of the Tourist Guide for the Guatemalan System of Protected Areas:</u> Reproduction of this material suffered some delays, so it will be available for distribution during the next quarter. This guide represents the first joint tourism promotion with SIGAP and is expected to have a significant impact on publicizing the attractions and tourist services that protected areas offer visitors.

<u>Municipal Recreation Park of Las Conchas</u>: We continued to advise the Municipal Corporation of San Rafael Chahal, Alta Verapaz, in the execution of the project to improve tourism infrastructure in the Municipal Natural Recreation Park Las Conchas. The support includes assistance in accounting and technical reports to be submitted to the Auditor General and FONACON respectively, as well as technical assistance for the construction of priority works. Because most park visitors arrive at Easter, priorities were provision of new health services and improving trails and parking areas, so that the site would be better prepared prior to this season.

Promoting Sustainable Tourism Best Practices and Certification:

Workshop on Good Practices in Sustainable Tourism Communities: Workshops on the implementation of best practices in sustainable tourism communities are being implemented as a monitoring strategy for the development of the Good Practice Guide for Sustainable Tourism Communities of Latin America, published by CPI-USAID, SNV and Rainforest Alliance during 2009. During this quarter 6 workshops were implemented on good environmental practices to support ventures that offer tourist services in communities of Guatemala. The workshops were developed with six different community initiatives in the departments of Solola, Alta Verapaz, Baja Verapaz and Quetzaltenango. In all, 221 people (109 men and 112 women) participated, mainly indigenous. The topics covered in each workshop varied according to the needs of each community, but all corresponded to the environmental area since most communities they worked are in protected areas or in areas of high biodiversity. Below are highlights from each of the workshops.





- San Juan la Laguna, Multiple Use Reserve Cuenca del Lago de Atitlán: Located on the shores of Lake Atitlan, a tourist destination in the country, San Juan la Laguna is a town with many initiatives for the environment. However, they have not escaped the pollution problem that has been highlighted in recent months in the region. Therefore, the workshop developed by CPI on 14 and 15 January was designed to prevent the local tourism activity from having negative environmental effects on the lake and adjacent resources. The topics covered were: a) protected areas, b) forests, animals and plants, and c) soil. The session was attended by 23 people representing craft organizations, private hotels, tour guides and a coffee tour. The workshop allowed attendees to identify environmental problems in the community and possible solutions or best practices. During the next quarter we will develop a second workshop in which work items of solid waste and wastewater will be discussed.
- San Rafael Chilascó, Biosphere Reserve Sierra de las Minas: This community, located in the Biosphere Reserve Sierra de las Minas, Baja Verapaz, has one of the highest waterfalls in Central America: El Salto de Chilascó, a main attraction that draws hundreds of tourists annually. However, these resources may be at risk if they do not take the necessary measures or implement best practices on time, as identified during the workshop developed by CPI. The training session was held from 15 to 17 February 2010 and covered the following topics: a) forests, animals and plants, b) protected areas, and c) solid waste. The workshop was attended by 35 men and women members of the Sustainable Development Association Chilascó (ADESOCHI), primary school teachers, and members of the health center, among others. The session allowed us to determine that one of the main environmental problems was affecting the main attraction: water. Therefore, the community proposed solutions to this and other problems such as deforestation, based on the Good Practice Guide for Sustainable Tourism.



Members of ADESOCHI that participated in the workshop.



i



Community Mucbilha' I, National Park Cuevas de Candelaria: The community of Mucbilhá I, Alta Verapaz, is part of the Candelaria Caves National Park and holds an agreement of co-administration of the area with the Ministry of Culture and Sports. The community offers tourism services and activities related to this system of caves, one of the most impressive in Central America. CPI developed an environmental workshop on 18 and 19 February with members of the Indian Association Q'eqchi 'Mucbilha' (ASIQMUC) and representatives of other community organizations. In all, 46 men and women attended, mostly Maya-Q'eqchilles. Topics covered during the activity were: a) forests, animals and plants, b) protected areas, and c) solid waste. The community members have highlighted the main environmental problems of the area and proposed, based on good practice, immediate solutions. We identified problems of river pollution by solid waste, lack of separation, and waste management, among others. We gave advice to the community to implement a plan for implementing best practices.



Mucbilha' 1 workshop attendees during one of the presentations



Demonstration of waste separation at the workshop





- i Candelaria Camposanto, National Park Cuevas de Candelaria: CPI developed a best practices workshop on 1 and 2 March, in which the community identified problems, mainly in the management of solid waste. This problem causes a direct impact on the main tourism resources of the area: the caves and the river. Therefore, the 44 men and women Q'eqchiles participants proposed good practice measures to mitigate the adverse effects in the Park. Among these are: waste separation and sale of plastic containers in a storage center in Coban, composting from organic waste, and community awareness on the issue of waste management, among others. During the workshop, in addition to the issue of solid waste, we treated the issues of forest, animals, plants and protected areas.
- Sepalau: The lakes of Sepalau are a tourist community in Alta Verapaz where the community provides lodging, food and tours of several turquoise lagoons and natural forests of singular beauty. In this community workshop CPI developed good practices touching topics like forests, animals and plants, protected areas and solid waste. The workshop was held on 3 and 4 March with the participation of a total of 34 people, including members of various committees and Community Development Association of Sepalau (ADEISP). During the workshop it became clear that the main problems were in the field of solid waste management. The community has no access to municipal garbage collection so the problem is magnified. CPI strengthened knowledge on issues like separation of waste, reduction, reuse and recycling in order to prevent significant impacts. The community also identified good practices in this regard. Among the main practices highlighted was to collect PET bottles and fill them with candy packaging. These filled containers are being used in the construction of the school community.
- Community Nueva Alianza: La Finca Nueva Alianza, Quetzaltenango, is dedicated to the cultivation of coffee and macadamia and other productive activities such as processing biodiesel, hydropower generation, furniture and bamboo handicrafts and water purification. The farm is run by 40 families and its production processes are the main tourist attraction. Within the workshop of good practice developed in the community by CPI on 18 and 19 March, we addressed the following issues: a) protected areas, b) agricultural areas and communal production, and c) gardens and green areas. It was attended by 36 members of the community, mainly basic students and members of the tourism association. In this case, the good practices identified by participants focused on improving the visitor experience during tours of the production areas. Specifically, it was found that the tourist can interact and engage in experiential activities. Also, we identified actions to improve the green areas and gardens that can be used to enrich the experience. On the issue of solid waste, a group of young people committed to giving proper waste handling.







Assessment tour of tourism activities in Nueva Alianza

Technical Assistance on Implementation of Best Practices and Criteria for Green Deal Certification: After a period of several months of re-structuring the sustainable tourism certification Green Deal (renamed GREAT Green Deal by Certificaciones de Centroamérica), this component's activities were resumed at the end of fiscal year 2009. As a first step, we confirmed a tracking alliance with the Sustainable Tourism Program of the Rainforest Alliance, which funded the Al-Invest Program of the European Union that runs MSME support activities involved in the certification process. This partnership maximizes resources, in turn avoiding duplication of efforts.

During this quarter we tracked the activities of good practices and sustainable tourism certification under the seal GREAT Green Deal. Overall, Counterpart
USAID, Rainforest Alliance - Al-Invest, and Certifica offer to the beneficiary companies a package of training and technical assistance on best practices and sustainable tourism certification under which the assistance is divided into the following phases: a) identification of beneficiary enterprises, b) training workshop "inducing sustainable tourism and best practices", c) initial spot checks in which an assessment is made based on the rules of the GREAT Green Deal, d) verification reporting initial assessment, identifying areas susceptible to improvement and conditioning to be awarded a certification, e) implementation of technical assistance programs and training focused on improving the weaknesses identified (implemented by RA and Counterpart), and f) final verification of compliance, based on if it is determined that the company is eligible for certification.

So far, a total of 47 MSMEs have been identified to be involved in the certification program, of which 39 were diagnosed based on the rules of good practices and the Rainforest Alliance GREAT Green Deal policy. Finally, a total of 36 companies have decided to continue the programs, which are presented in the table below divided into two groups.

#	Business Group 1	Location
1	Operador Latino	Guatemala City
2	Hotel Ajau, Guatemala	Guatemala City
3	Four Directions	Guatemala City





4	Mayan Zone	Guatemala City
5	Hospedaje Pueblo Chico	Panajachel, Sololá
6	Hotel Uxlabil	San Juan La Laguna, Soloá
7	Via Vernture Tour Operadora	Antigua Guatemala
8	Hotel Casa Capuchinas	Antigua Guatemala
9	Hotel Las Cumbres	Zunil, Quetzaltenango
10	Adrenalina Tours	Quetzaltenango
11	El Sombrero Eco Lodge	Yaxhá, Petén
12	Turismo Aventura Tour Operador	Flores, Petén
13	Hotel Petén Espléndido	Flores, Petén
14	Takalik Maya Lodge	Retalhuleu

#	Business Group 2	Location
1	Posada de San Ricardo	Tecpán, Chimaltenango
2	Hotel Jardines del Lago	Panajachel, Sololá
3	Hotel Río Escondido	Baja Verapaz
4	Hotel & Convention Center Conquistador	Guatemala City
5	Hertz Autos Operadora	Guatemala City
6	Hotel Quetzalí	Guatemala City
7	Porta Hotel del Lago	Panajachel, Sololá
8	Porta Hotel Antigua	Antigua Guatemala
9	Utz Tzaba	Monterrico, Santa Rosa
10	La Casa de Don David	El Remate, Petén
11	Salvador Gaviota	Livingston, Izabal
12	Hotel Rancho Luna	Mariscos, Izabal
13	Unicornio Azul	Huhuetenango
14	Hotel Finca Filadelfia	Antigua Guatemala
15	Hotel Villa Alcázar	Zaragoza, Chimaltenango
16	Posada de Don José	Retalhuleu
17	Finca Chirijuyú Farm & Lodge	Tecpán, Chimaltenango
18	Park Hotel	Santa Cruz, Alta Verapaz
19	Restaurante El Hacendado	Poptún, Petén
20	Hotel Vista Real	Guatemala City
21	Albergues de Tecpán	Albergues de Tecpán,
	-	Chimaltenango
22	Turicentro Xemap	Pachalum, Quiché

So far, there have been revisions and checks on the content and results of the verification tool and diagnoses of 30 companies. Based on the diagnosis and verification diagnostic reports have been prepared that indicate the level of compliance in the implementation of good practice in the following fields: business, environmental and socio-cultural development of each company. These reports indicate the areas for improvement based on which technical assistance programs are designed





focused on strengthening the deficiencies identified. Technical assistance programs are taught by Rainforest Alliance in coordination with CPI.

It is noteworthy that the GREAT Green Deal certification has based its policy on the Global Criteria Certification of Sustainable Tourism Stewardship Council, one of the pioneers of certification programs worldwide, to incorporate all of these new criteria. Because the rules are more rigid and strict, compliance levels in diagnosed firms are lower than expected.

In March of 2010, we completed the Best Practices and Sustainable Tourism Certification Training Program for professionals interested in becoming a diagnostic advisors and certification auditors. The program featured seven theory modules and two practical modules, divided into two phases: a first phase to prepare professionals in the areas of technical assistance and conducting diagnostic or checks first (baseline level of implementation of best business practices for program participants) and a second phase to prepare professionals in conducting compliance audits, both phases following the methodology of GREAT Green Deal. A total of 20 people participated in the training program, of which 10 have been successful.

Coordination of the Geotourism initiative:

After an extensive process of editing and revisions, and after final approval by the National Geographic Institute of Guatemala, the Geotourism Map Guide of Guatemala was completed. Project partners in Guatemala (INGUAT, CPI, National Geographic and ANACAFE) evaluated the suitability of the map being printed in the United States as it has in other cases or printed in Guatemala. Due to uncertainty as to the import process for maps and especially because a local supplier was found to comply with the conditions and standards of National Geographic, it was decided to carry out printing in Guatemala. As in the rest of the process, CPI was in charge of the technical coordination of the printing process, validating and approving color proofs and refining the technical details with the press. Maps have been delivered and are stored in INGUAT and ANACAFE and to date we are planning a launch event in May. CPI continues to lead the team in the identification and design of future interventions based on the concept of geotourism and its high value marketing muscle.

Meanwhile, a delegation of CPI attended the Geotourism Summit, held at the National Geographic Society in Washington, DC on 1 and 2 February 2010. In this activity, the Guatemala team could exchange experiences and lessons learned with representatives of other organizations in the Geotourism networking world and hear about new developments related to geotourism. The geotourism initiative of Guatemala was highlighted as an exemplary project and remains the only geotourism initiative implemented at the country level.

Implementation of the Community Tourism Guide:

CPI continued to facilitate contacts and relations with INTECAP, INGUAT, local communities and other institutions to support the implementation of the courses of the Community Tourism Guide. These courses have been implemented with a focus on communities related to protected areas, supporting the sustainable management of natural resources through community tourism and in turn generating new jobs. During this quarter, Counterpart coordinated the implementation of a course in





the following cities and communities: a) Cooperativa Nuevo Horizonte, Santa Ana, Petén, b) San Juan La Laguna, Sololá, c) Monterrico, Santa Rosa and d) Lagunita Salvador, Livingston, Izabal.

Communities where the course of the Community Tourism Guide was implemented

Destination and related protected área	Communities	Number of participants	Number of women
Nuevo Horizonte	Cooperativa Nuevo Horizonte	16	11
Lago de Atitlán - RUMCLA	San Juan La Laguna	15	5
National Park Río Dulce	Lagunita Salvador	14	1
Mulitple Use Area Monterrico	Monterrico	15	8
TOTALS	4	60	25



Participants in the Community Tourism Guide training, Nuevo Horizonte, Santa Ana, Petén.

On January 28 was the official presentation of credentials of Community Tourism Guide to 9 people in Aldea Uaxactún and 16 people in Las Viñas, La Máquina, and Yaxhá, Petén. These badges entitle them to guide tourists in archaeological sites in Uaxactún and Yaxhá respectively. This ceremony took place as one of the points of a high-level meeting of officials from government organizations, and included presentations by Ms. Maria Eugenia Escobar (Head of the Department of Public Works INGUAT), Architect Jose Julio Diaz (Director of Product Development Division of INGUAT), Rudel Álvarez (Departmental Governor of Petén), Luis Zurita (Vice-Minister of MARN), Mariela Lopez (CONAP Petén Regional Director), Virginia Sagastume (Deputy INTECAP) and other officials of government institutions.







Community guides of Uaxactún and Yaxhá receiving oficial accreditation from INGUAT.

Participation in event of environmental program partners DR-CAFTA:

Counterpart participated in the event "DR-CAFTA Environment: Partnering for the Environment and Sustainable Development" held in San Jose, Costa Rica. During this event, members of various environmental initiatives related to DR-CAFTA had the opportunity to present their projects in an information fair. The Community Tourism Alliance participated as part of the USAID Guatemala booth, which shared information with Rainforest Alliance and Abt Associates projects. Project relevant information is already available on the web site: http://www.caftadr-environment.org.

In addition, there were several presentations, seminars and workshops to share experiences and discuss challenges, opportunities and areas of cooperation between the different actors involved in the issue.







Factsheet developed for the main event featuring funded activities for DR-CAFTA.

V. Description of activities and general results

- 1. Strengthening of local, regional and national tourism organizations
 - a. Strengthening organizational, administrative and management of community destinations of the Puerta al Mundo Maya route, Alta Verapaz and Petén:

As part of efforts to strengthen the organizations that make up the route of Gateway to the Mayan World, Counterpart provides assistance in managing projects focused on the improvement of tourism products and the creation of new businesses. In this quarter, Counterpart Association continued to advise the Asociación Maya Qleqchill for Development and Tourism of Candelaria Camposanto (AMDETCA) in implementing the project for the improvements in the tourism infrastructure of Candelaria Camposanto funded by INGUAT. Nowadays there are some related efforts to publish the project in Guatecompras and to start the process of tendering for the construction of the works.

Likewise, we continued to conduct monthly meetings with leaders of different





community organizations, which provide assistance in accounting and business management to community tourism. In this quarter we included the inventory management issue, which was one of the weaknesses identified mainly in destinations that handle community grocery stores.

We accompanied AGRETUCHI (Association of Tourism Chisec) in several coordination meetings with municipal mayors in Raxruhá, Chisec, and Alta Verapaz to make preparations for Easter. We established a safety plan and tourist assistance, in coordination with the National Police, the Municipal Traffic Police, the Army, the Center for Health and Asistur, municipalities and community destinations. With the support of the departmental government and municipalities, it was possible to install a relief center and tourist information, with the presence of CONRED and Red Cross.

b. Strengthening of community tourism in the Maya Biosphere Reserve, Petén

Tourism Commission of ACOFOP:

One of the priority areas of work in support of ACOFOP Tourism Commission is facilitating the establishment of agreements that allow its partners to develop sustainable tourism activities as options for supplementary income generation while contributing to the conservation of natural and cultural resources of the Maya Biosphere Reserve. During this quarter, we resumed communications with the Ministry of Culture and Sports for the establishment of a framework agreement that will improve coordination for sustainable management and tourism development in priority archaeological sites in forest concessions. This initiative has been reported to the new Director General of Heritage, Juan Carlos Perez, and he has confirmed that the Directorate General of Cultural and Natural Heritage is still interested in signing the agreement. There are planned meetings during April with ACOFOP leaders to continue this process.

Carmelita and Uaxactún:

Counterpart and Balam Association continued to coordinate with the Project "Definition and Management of a Tourist Destination in the North Area Cluster Cuatro Balam" funded by IDB - MIF and PACUNAM and executed by FUNDESA. The supported the team at FUNDESA in organizing a meeting to present the plan to work with community leaders in Uaxactún and Carmelita. In addition, they have held coordination meetings with the consulting company GDT in Spain, which is designing a plan for product development and market research within this project.

Similarly, there have been planning and coordination meetings between leaders of the Tourism Commission of Carmelita, Asociación Balam, Counterpart and Enterprise Logix, which has been contracted for the design of tourism infrastructure on the route Carmelita - El Mirador as part of the Petén Development Program for the Conservation of the Maya Biosphere Reserve (PDPCRBM) financed by the IDB.





On March 12, Logix presented the progress of this consultancy, however, a series of disputes arose because they were considering new paths to El Mirador without regard to the Carmelite community. Finally, it was agreed that it would respect the original terms of reference, which are based on the Public Use Plan for the National Park Mirador Río Azul Biotopo Naachtún Dos Lagunas, for the design of low-impact tourism infrastructure using existing routes.

In Carmelita, through a sub award with Balam Association, we continued the process of strengthening the Tourism Commission. One of the major achievements in this area was the authorization of hiring a full-time administrator for the Commission, which will be funded by the Cooperativa Carmelita with the profits generated by tours operated by the Commission. Additionally, we have taken steps to CONAP and IDAEH for establishing a checkpoint and minimal tourist infrastructure at the archaeological site El Tintal, which will be co-funded by the community and the Interior department.

In Uaxactún at a public event, official accreditation was delivered to the new community guides by INGUAT representatives and other government officials. We continued to advise the organization process of the Tourism Commission and supported the initiative to make the first Uaxactún Equinox Festival held from 19 to 21 March. Preliminary results of this activity were impressive - it is estimated that in the three days we reached over 1,000 community visitors, equaling the total amount of annual tourists who visit the community. It is intended that this event will be held annually.





Activites during the Equinox Festival in Uaxactún.

Controlled Utilization Project for the Ocellated Turkey:

The negative effects of the global economic crisis were reflected in project activities of controlled use of the ocellated turkey in the Multiple Use Zone of the Maya Biosphere Reserve. Due to a significant reduction in the number of customers for this





year, the season was canceled. However, it is expected that as the economy continues to recover those activities may be resumed in the future, taking advantage of the capacity developed in community forestry concessions in Carmelita, San Andres and Uaxactún in previous years.

c. Technical Assistance in marketing for tourism MSMEs:

CPI continued to provide technical assistance to MSMEs and tourist destinations in Petén, Alta Verapaz, Baja Verapaz, Solola, Quetzaltenango and Retalhuleu under the approach of strengthening and expansion of the tourism value chain within the program called "Let's Make your company or tourism destination sell more." The assistance focused mainly on establishing strategic alliances and developing strategies and sales tools. The development and results of these activities are presented in detail in Section 3. Tourism Product Marketing.

d. Strengthening of the Tourism Commission of Atitlán:

During the quarter CPI continued to support the Tourism Commission CODEDE of Sololá as an active member, participating in regular and special sessions focused on ensuring the development of the Atitlan tourist destination and providing technical assistance to implement activities under the Tourism Promotion Plan. The CPI team has participated in the Commission's internal capacity, ranking secretariat, and coordinating the marketing hub of revitalization plan.

In the marketing coordination axis, the CPI team worked as a consultant for a publishing company (Tequila), hired by the Commission to finalize the design of the destination brand for Atitlán, based on the participatory process undertaken earlier by CPI. Likewise, CPI coordinated the work plan for developing the marketing operating shaft of the Commission, which was completed by a consultant funded by PROSOL. This plan has been endorsed and approved by full committee and has already started its implementation through preparing and negotiating the terms of reference for hiring companies that are expected to design the brand website for Atitlán and would be the first tourist observatory a tourist destination in Guatemala.

As additional support from CPI to the Tourism Commission, we gave technical support to the axis of the tourist culture revitalization plan in the process to develop the campaign "Let's give joy to the lake." The campaign, funded by other international cooperation partners operating in the region, included the conceptualization, design, printing and putting up posters of environmental education and vests, hats and bags to be used by tourism service providers including motorcycle taxis, boaters and artisans. All products include the Atitlán brand to initiate the diffusion and positioning of it.







Brand of the destination Atitlán



Delivery of vests to drivers of mototaxis in San Pedro La Laguna.

e. Technical assistance in administrative tools for MSMEs:

In fiscal first quarter 2.009 and 2.010 FY CPI implemented a technical assistance program called Situational Business Diagnostics, which provides administrative tools so that tourism SMMEs can efficiently manage their businesses, including topics such as cash flow management, establishment costs, prices, statistical sales evaluation, human resource management and marketing. This program has been implemented in the regions of Peten, Solola, Quetzaltenango, Retalhuleu and Alta Verapaz, serving a total of 40 MSMEs.

As a follow-up strategy was designed a program called "Top 3W", focused on identifying the three main weaknesses affecting the performance of MSMEs participants and implementing short-term actions to improve them. The program is being implemented in the regions of Petén, Alta Verapaz, Quetzaltenango and Retalhuleu, with the participation of 10 companies that demonstrated a greater commitment in the previous program of Diagnostics Business Situation.

Diagnostic visits were made in the four regions, based on which strategies and tools





were designed in various topics including: human resources, management of reservations systems, diversifying menus, control costs and special promotions for the services offered.

Through personal visits we are providing tracking of MSME participants advice and guidance in management, communication, marketing and promotion. The tools used included: a) equilibrium point, b) evaluator processes, c) analyzer costs, prices and profitability, d) costs and inventory control, e) control of kardex warehouses, e) assessor packages and promotions, f) technical data sheets and evaluations of tour operators, and g) hotel reception management. The toolset allowed business participants to significantly improve their management. Related tools to breaking even, profitability, inventory control, warehouse control and management of hotels have received immediate acceptance, discovering the ease of implementation and the importance of knowing vital information such as breakeven, profitability, raw material flow and customers.

f. Improving the competitiveness of MSMEs in Antigua Guatemala tourism through the Cleaner Production methodology:

It has been identified that the Cleaner Production methodology is one of the tools that can increase the competitiveness of companies, taking into account two important factors: production efficiency and environmental performance, which in the context of globalization, and more specifically in response to the commitments made by Guatemala through treaties already in force as Free Trade with the United States (DR-CAFTA), and those being negotiated, as the Associativity Agreement with the European Union, are becoming increasingly important.

In conjunction with the Guatemalan Centre for Cleaner Production design, the project "Improving the competitiveness of small and medium enterprises in the tourism sector in Antigua Guatemala through Cleaner Production methodology" is being led by a pilot group of 5 hotels. The overall project activities focus on: a) preliminary assessments for MSME participants, b) assessment of cleaner production at the sites, and c) implementing a results dissemination workshop.

During the quarter, interested companies contacted our technical assistance, specifying the participation of five hotels: a) Philadelphia Resort, b) Hotel El Carmen, c) Posada de Don Rodrigo, d) Posada del Hermano Pedro, and e) Hotel Casa Ovalle. Each of the hotels visited them directly to present all the activities to be performed and signed an agreement / letter of commitment to participate.

Visits were made to perform individual assessments, during which was conducted a tour of the sites, verifying the processes involved in products and services, based on evaluation reports which were developed showed more potential for processes in Cleaner Production and critical points to consider in the evaluations of sites.





From the critical areas that were identified in the assessments, work began on site assessments that included data collection baselines of hotels, air quality analysis, measurements of water flow and temperature and characterization wastewater. There will be visits focused on concrete implementation priorities for each of the hotels, analyzed from the standpoint of technical, economic, organizational and environmental.

2. Access to credit and financial services.

Counterpart continued work on this component, focused on providing technical assistance to small businesses and tourist and craft organizations in finding funding for the creation of new tourism and craft businesses or expansion of existing businesses. Assistance provided by the project includes support for the preparation of project profiles, estimation of investment, financial analysis for projects, identifying sources of funding and support in the credit application process to the identified funding sources.

Currently, there are 50 beneficiaries receiving technical assistance, including individual entrepreneurs and community organizations, of which 19 are located in Petén, 7 in Solola, 5 in Quetzaltenango, 6 in Retalhuleu, 4 in Sacatepéquez, 3 in Izabal, 2 in Chimaltenango, 1 in Santa Rosa, 1 in Villa Canales, 1 in Quiché and 1 in Totonicapán. The projects are extremely diverse, including construction or expansion of hotels, ecolodges, purchase of vehicles for transporting tourists, Spanish school building, equipment, trails and craft production.

During this quarter Banrural presented to a total of 11 projects, which are already under review at the Department of Microfinance:

- i Construction of a Spanish restaurant, Ciudad Quetzaltenango
- i Construction of a butterfly garden, Santiago Atitlán, Sololá
- i Expansion of hotel and restaurant Café del Sol, Monterrico, Santa Rosa
- i Improvement of Ecological Camp El Sombrero, Yaxhá, Petén
- i Equipment and expansion of Hotel Takalik Maya Maya Lodge, Retalhuleu
- i Construction of café and restaurant in Canopy Tour Ruta del Mono, Petén
- i Construction of ecological hotel in El Remate, Petén
- i Equipment and infrastructure for recycling collection center, Sololá
- i Expansion of vehicle fleet for tour operator Turismo Aventura, Petén
- i Expansion of vehicle fleet for tour operator Adrenalina Tours, Quetzaltenango
- i Construction of apartments for travelers, Retalhuleu

Also we followed up on projects previously submitted to Banrural. So far, a total of 17 project profiles have been submitted to Banrural, of which only one has been denied due to bad references from the beneficiary. They hope to present a minimum of 8 additional projects during the next quarter and obtain official approval of some of the profiles presented.





3. Marketing of tourism products

a. Strengthening and expansión of tourism value chain.

During this quarter we continued to provide specialized technical assistance focused on sales and marketing tools and strengthening the tourism value chain through a program called "Let's Make your company or tourist destination sell more." Currently a total of 90 MSMEs and organizations Petén, Solola, Quetzaltenango, Retalhuleu, Baja Verapaz and Alta Verapaz are part of this initiative. Here are the most important activities of this quarter.

SOLOLÁ:

During this quarter we worked with 20 organizations, MSMEs, and municipalities of Solola, Panajachel, San Pedro La Laguna, San Juan La Laguna, San Marcos La Laguna and Santiago Atitlan implementing actions and solutions in the areas of marketing and promotion. The most important aspects of this work are as follows:

Hotel Villa del Angel:

With this small hotel, located in the town of Solola, we worked on updating and improving its website www.hotelvilladelangel.com, especially with regard to positioning it on Internet search engines.

Fundación Tradiciones Mayas:

This organization is dedicated to supporting women artisans from various municipalities in the department of Solola. A factsheet was developed in English and Spanish, which will serve to promote the work done by women working in this organization and the products they produce.







Factsheet of Fundación Tradiciones Mayas

Tourism Services Atitlán:

A small tour operator in the municipality of Panajachel, with which we worked on updating and improving the ranking of their website www.transportatitlan.com.

Asociación de Tejedoras Unidas ATUKA (Oxlajuj B'atz'):

Association of women artisans from various municipalities in the department of Solola. During the quarter we worked on the design of an ad to promote partnership in REVUE magazine and the design of a poster in English and one in Spanish to promote the work that women do. The CPI team supported this association with the design of posters in English and Spanish and promotional blankets for a craft fair that took place on March 6, in the town of Panajachel, on the occasion of the international day of women. Further logistical support was provided for the preparation and execution of this event, which was a great success and was attended by women's groups of the association who were invited to showcase their products. In addition, CPI supported the Disabled Association of Santiago Atitlán (ADISA) so that it could participate with a booth at this event and publicize craft products made primarily from recycled paper.









Scenes from the craft fair on the occasion of the celebration of International Women's Day in Panajachel, Sololá

Nuevo Amanecer:

Group of women artisans from San Antonio Suchitepequez, association member Oxlauj Batz' and dedicated to developing products with natural plants and ancient techniques, including shampoos, soaps and other products. This group worked on the design of a logo to identify this organization and its products, as well as in the design of a label to identify and promote a shampoo offered for sale at the craft fair on the International Women's Day and distributed in some places in Suchitepéquez and Solola.





Position of product sales of Nuevo Amanecer

Eco Spanish School:

With this Spanish school currently operating in the municipalities of San Juan La Laguna and Santiago Atitlan, we worked on the development of its new website www.ecolanguages.org.







Home page of www.ecolanguages.org

Jóvenes Maya Kaqchikeles:

Community Tourism Association of San Marcos la Laguna that offers natural and cultural tours in their community in order to contribute to the conservation of their culture, traditions and environment. During the quarter we worked on designing a leaflet prepared to promote the services offered by this community association.



Front and back of brochure for Jóvenes Mayas

Casa Verde Tours:

Travel agency dedicated primarily to providing shuttle service to any destination in Guatemala, Mexico and Honduras. It also offers other services for tourists visiting San Pedro la Laguna, such as laundry and internet. Currently they are diversifying activities promoting the Atitlán region. During the quarter we worked on the design of various promotional materials such as sticker for the office, another to promote local tours, a company banner to put on events, a banner of schedules and destinations, maps of the destinations where they perform transport shuttles and stickers for company vehicles carrying tourists.









Promotional banners of the destinations and services of Casa Verde Tours

PETÉN:

During this quarter we worked with 33 different organizations, MSMEs and municipalities of Petén, concentrated mainly around the central department (Flores, Santa Elena and San Benito) and the municipalities of the TURISURP (Poptún, Dolores and San Luis). Here are the most important aspects of the work.

Hotel y Restaurante El Peregrino:

Developed the food service menu for this small hotel located on the island of Flores.

Explore Tour Operator, Hotel Paraíso Maya, Canopy Ruta del Mono:

With these partners we worked on updating the content and accessibility of their web pages in order to optimize search engine rankings and make them work better as promotional tools.

Restaurante Mijaro:

We developed a series of interrelated materials to meet the promotional strategy of this restaurant with 3 branches in Santa Elena. Among the materials developed are: a luminous sign, two vinyl banners, a fact sheet and menu in English and Spanish.







Restaurant Mijaro fact sheet.

TURISURP:

This association of business and tourist destinations of the Poptún municipalities of Dolores and San Luis Peten has worked for over a year to design strategies and promotional tools for the destination. During this quarter a website was developed to promote tourist destinations in southern Petén: www.rutanajtunich.com. Complementing this, there was a promotional brochure that provides summary information on the destinations of TURISURP and promotes the aforementioned website. The promotional package TURISURP was presented and very well received at the Congress of Tourism Competitiveness of Northern Guatemala CAT, which was held in Coban, Alta Verapaz, from 25 to 27 February 2010. Additionally, we continued to work with individual partners of TURISURP as detailed below.

Hotel y Restaurante Casa Vieja:

Menu was developed for the restaurant of the Hotel Casa Vieja, Poptún. Also worked to prepare and validate the preliminary designs and content of the website of the hotel to be developed soon.





Hotel y Restaurante Gil Town:

They produced a promotional leaflet and the menu in Spanish and English for the Hotel and Restaurant Gil Town in Poptún. We also worked to develop and validate the preliminary designs and content of the website.

Hotel Don Abelino:

We developed the menu for the cafe of the Hotel Don Abelino.

<u>Confecciones Típicas Mopán, Turicentro Las Cataratas y Finca Agroecoturística El Profe:</u>

As part of their promotional strategies we designed and developed vinyl banners for these partners, which gave them different uses for road signage and the internal signing of their attractions.



Typical vinyl banner for Confecciones Típicas Mopán

QUETZALTENANGO AND HUHUETENANGO:

During this quarter we worked with 20 MSMEs and organizations in this region. Significantly, through word of mouth communication our technical assistance work has become known and therefore we were approached by companies in Huehuetenango at our Quetzaltenango headquarters looking to join the program. Thus, activities have expanded to a limited number of companies in Huehuetenango.

Hotel del Campo:

Founded in 1968, this family business provides hosting services, a restaurant, meeting rooms, a heated swimming pool and internet. During this quarter we worked on the development of a newsletter and the design of a promotional ad to be placed in a high-circulation magazine in western Guatemala.





Sibal Ulew Thermal Spa:

The new division of Eco Sauna Las Cumbres, which offers services aimed at health and wellness tourism, incorporating principles of natural medicine. During this quarter we worked on designing a menu of spa services, which contains information about the massages and body therapies that are provided.



Services menu for Sibal Ulew Thermal Spa

Chocolate Doña Pancha:

Company dedicated to the production of fine artisan chocolate that distributes and sells its products in its own cafe. During this quarter, we worked on the development of electronic fliers and advertisements that were placed in the monthly bulletin of the DiViaje de la Camara de Turismo de Guatemala. Additionally, we completed the process for the development and activation of the website: www.chocolatededonapancha.com.

Villa de Don Andrés Bed and Breakfast:

With this company that provides food and lodging in the historic center of Quetzaltenango, we worked on the final design of the hotel food menu and produced a commercial for the Revue. We also worked in editing and design for the new hotel website, which is already running (www.hotelvilladedonandres.com).



Restaurant menu for Villa de Don Andrés

My House Bed and Breakfast:

Small hotel located in Quetzaltenango that provides lodging and food in a family atmosphere. During the quarter we worked on the editing of content and layout of the website that has been active since March 2010: www.hotelposadamyhousebandb.com.

ACEEQ:

We continued to provide technical and strategic advice to the Coordinating Association of Spanish Schools in Quetzaltenango on marketing issues and institutional development. Additionally, we continued to provide technical assistance to several schools belonging to the association in the development of marketing and promotional materials such as newsletters, promotional flyers, business cards and web consulting.





Fact sheet for school Ulew Tinimit

Huehuetenango

Hostal y restaurante la Cima del Mirador:

Located on the lookout of Juan Dieguez Olaverri, Chiantla, Huehuetenango, it began operations in December of 2009 with services including providing accommodation, food, events and tours around Huehuetenango. During this quarter we worked on the design of the corporate image of the company and developed a series of banners and promotional signs that were placed in the path leading toward the restaurant, providing information on the main services offered by this new tourism business.



Image and promotional card for Hostal y Restaurante La Cima del Miradorl





Escuela de Español Rio Azul:

Located in Jacaltenango, Huehuetenango, the school offers a mix of live experiences and learning of Spanish as a second language in rural Guatemala. During this quarter we worked on designing a promotional poster that was placed at the different tourist centers of Huehuetenango and will be used as a means of promotion in San Cristobal de las Casas Mexico, which we identified as a place there may be a segment that is interested in traveling to Rio Azul to learn Spanish due to the proximity of the school to said tourist destination.



Promotional flyer designed for Río Azul Rural Spanish School

VERAPACES:

In the Verapaz region we continued to provide technical assistance in marketing and tourism management tools to 17 businesses and community organizations. The relevant details are presented below.

Villa Ecológica Río Sachichá:

With this educational farm and tourism center, we worked on the design and content of the website to promote services offered. The webpage was published in early March and according to the data, the tourist center has already begun to receive new





customers who have learned of the existence of the services offered through the website. The website can be visited at www.riosachichacoban.com.

Puerta al Mundo Maya:

We continued to support marketing activities in communities in Puerta al Mundo Maya. Among the actions developed was a promotional tour of local organizations and schools in Raxruha and Fray Bartolome de las Casas, which produced short-term results with a marked increase in local visitors. We also worked on improving the content and positioning of the www.puertamundomaya.com.gt website. In addition, we supported the participation of the AGRETUCHI Association, which groups the destinations of Puerta al Mundo Maya in the Competitiveness Congress of the CATs of Verapaces and Petén (COMPETUR), held in February.

As part of a marketing effort dedicated to specific destinations in Puerta al Mundo Maya, CPI and CIRMA collaborated with the University of Arizona to develop activities of a course of "study abroad", including a field seminar in Puerta al Mundo Maya. The first trip was made in March with 10 students and four staff members of the program. During the visit an agreement was reached by which the activity will be repeated annually including the communities of Puerta al Mundo Maya between destinations to visit. Thus an agreement is formalized through the SAVE (Scientific-Academic-Volunteer-Educational) segment that is of interest to community-based activities such as those conducted in Puerta al Mundo Maya.



Participants in the field trip with community members en Puerta al Mundo Maya





Tour del Té Chirrepeco:

We worked with the Cooperative Chirrepec implementing technical changes on their website to improve search engine rankings, meet Web 2.0 standards, and update the contents of the tourism offerings of the Cooperative. The website can be visited at www.techirrepeco.com.

Coffee Tour Chicoj:

With the Coban Chicoj Cooperative we worked to develop the content and design of their website. Is is currently undergoing changes and adjustments, and the site will be activated during the next quarter.

4. Development and Marketing of Handicrafts

During this quarter coordination began to design new products and artisanal collections with beneficiary target groups: a) Manos Especiales, b) ADISA, c) Tradiciones Mayas, and d) Manos Preciosas.

No.	Producer Group	Location	Company /	Beneficiaries
			Organization ¹	
1	Manos Especiales*	San Juan La Laguna, Sololá	La Casa Cotzal	15 women
2	ADISA*	Santiago Atitlán, Sololá	La Casa Cotzal	40 men
3	Tradiciones Mayas	Panajachel, Sololá	Tradiciones Mayas	100 women
4	Grupo de Artesanos de	San Juan Comalapa,	Manos Preciosas	30 men and
	San Juan Comalapa	Chimaltenango		50 women

Due to other prior commitments, the international designer selected to provide advice on the design of new products and collections (Colvin Inglés) will do his field trip to start this process in April.

Through AGEXPORT we developed a program called Market Intelligence from 2 to 5 March, in order to provide the companies with the necessary tools and updated information to generate more accurate strategic plans focused on the environment in which the global trade of handicrafts sectors operates, and to establish the basis to implement an information system with market intelligence as a source of knowledge for decision making and planning marketing strategies. Through the award between the Craft Comission of AGEXPORT and the Community Tourism Alliance, we are supporting the participation of the companies La Casa Cotzal, Asociación de Artesanas Unidas Komon Alkem, INNOVA, De La Selva and Manos Preciosas.

¹ Member companies and / or organizations of the Craft Commission of AGEXPORT support groups in the production process, quality control, export, market linkages and provide Counterpart resources for product development and marketing.





Additionally companies were educated on the different existing access points for information through Internet tools, as well as the impact of participation in events such as fairs and / or business conferences.

Following up on the 2nd edition of the New World Crafts Fair held in September 2009, during the quarter, sales volume reached a total of \$150,000. These results highlight the results achieved by the La Casa Cotzal, including sales of more than \$60,000 including recycled products produced by ADISA. Manos Preciosas also participated in the fair for 2 consecutive years by presenting a range of souvenirs from clients like the U.S. and Europe, especially in Holland, generating business after the 2009 fair of more than \$20,000, and as an order of \$10,000.00 for the Artesanal Guatemala Nuestras of the CEMACO stores.

On February 18 we held in Guatemala City a presentation for the 3rd New World Crafts Fair, to be held in September this year. This year's event will incorporate lessons learned from the two previous editions. As in previous years, after the launch event 80% of stands available had been reserved. When done, leaders of the Craft Commission of AGEXPORT gave recognition to the Community Tourism Alliance of USAID / Counterpart, for their continued support to the development of the craft sector in Guatemala.



Representatives of the Commission delivered recognition to the Craft Project of the Community Tourism Alliance.

ANNEX 1. DETAILED INDICATORS

COMMUNITY TOURISM ALLIANCE - USAID / COUNTERPART INTERNATIONAL

FISCAL YEAR: 2010 QUARTER: 2

REVENUE	1st qtr	2nd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
From Tourism	885,698.36	788,462.55	500,000.00	10,000,000.00	9,422,762.90	11,438,057.48	114.38
From Handcraft	165,102.29	176,031.38	500,000.00				
Total	1,050,800.65	964,493.93	1,000,000.00				

EMPLOYMENT	1 qtr	2nd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
Men	250	67	4,455	6,200	1,745	2,248	36.27
Women	156	30					
Indigenous	229	66					
Non Indigenous	176	31					
Total	406	97					

NATIONAL TOURISTS	1st qtr	2nd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
National Tourists	34,938	36,043	5,000	287,502	334,237	438,560	152.54
International Tourists	16,563	16,779					
TOTAL VISITORS	51,501	52,822					

MSME's CREATED	1st qtr	2nd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
MSME's Created	0	1	100	220	116	117	53.18

CREDITS GRANTED FOR TOURISM AND CRAFTS	1st qtr	2nd qtr	FY 2010 Target	LOP Target			
					Accumulated as of FY09	Accumulated LOP	% Achieved
	-	-	156,418.80	1,000,000.00	843,581.20	843,581.20	84.36
Total		-					

ORGANIZATIONS STRENGTHENED	1st qtr	2nd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
Let's Make Partners (Petén)	31	33	350	971	866	902	92.89
Let's Make Partners (Sololá)	20	20					
Let's Make Partners (Quetzaltenango - Retalhuleu)	17	21					
Let's Make Partners (Verapaces)	15	17					
Community Organizations in Mayan Biosphere Reserve	4						
		4					
Technical Assitance Programs in Adminstrative Tools	10						
		10					
Certified Programs	17	39					
Career Community Tour Guide	17	15					
Access to Credit and Financial Services	40	50					
		5					
		5					
		6					
		3					
		5					
Total	171	214					

LEVERAGED FUNDS

PARTNER	In-kind	Cash	Total 1st qtr	Total 2nd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP
	0		97,017.00		-	6,572,000.00	6,787,863.58	6,894,458.89
			9,578.31	-				
	•		106,595.31					

COST SHARE	1st qtr	2nd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
	85,701.17	128,954.21	335,510.20	1,600,000.00	1,264,489.80	1,479,145.18	92.45

ETEO - SO2 / ECON GROWTH INDICATORS								
OP Indicators								
Program Element 6.2 Private Sector Productivity	1st qtr	2nd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved	
Number of firms receiving USG assistance to improve their management practices	171	210	350	971	866	913	94.03	
Number of SMEs receiving USG assistance to access bank loans or private equity	40	50	50	146	134	146	100.00	
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	4	4	4	4	4	4	100.00	

Program Element 8.1 Natural Resources and	1st qtr	2nd qtr	FY 2010 Target	LOP Target			
Biodiversity					Accumulated as of FY09	Accumulated LOP	% Achieved
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	420	354	250	6,913	6,866	7,640	110.52
number of women	161	204	100	2,949	3,231	3,596	121.94
number of men	259	150	150	3,964	3,635	4,044	102.02
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	151	509	200	4,882	4,833	5,493	112.52

Current PMP Indicators	1st qtr	2nd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
Sales of goods and services as a result of USAID programs, In thousand \$	1,050.80	964.49	1,000.00	10,000.00	9,422.76	10,473.56	114.38
Number of jobs created as a result of USAID programs	406	97	4,455	6,200	1,745	2,151	36.27

	1st qtr	2nd qtr	FY 2010 Target	FY09-10 Target	FY 09	Accumulated FY09-10	% Achieved
Number of Rural Households benefiting directly from	585	885	2,000	6,078	4,078	5,548	91.28
USG interventions							